

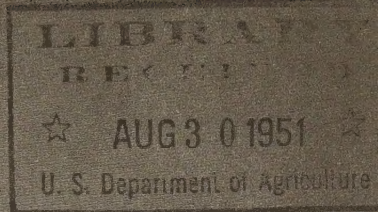
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Wilcox & Co. Roy F.
Montebello
Calif



Foliage
Plants
for
All Occasions



"A" Foliage House Plant
 "B" Plant Outside When Through Flowering
 "C" No Flowers
 "D" Flowering Plant
 "E" Regular Watering*

"F" Frequent Watering**
 "G" Water Occasionally***
 "H" Slow Growing
 "I" Medium Fast Growing
 "J" Fast Growing

"K" Dwarf Plant (6" to 10")
 "L" Medium Sized Plant
 "M" Trailing Plant
 "N" Semi Trailing Plant
 "O" Medium Large Plant

*Thoroughly saturate the soil and repeat only after it has approached the dry side but well before it is dry.
 **Thoroughly saturate the soil and repeat before it approaches the dry side.
 ***Thoroughly saturate the soil and do not repeat until after soil has partly dried out.



ROY F. WILCOX & CO. is engaged in the growing of indoor decorative foliage plants for use in the home, store and office. The company was organized in 1919 and is under the direct management of Mr. Roy F. Wilcox—who is the sole owner.

Mr. Wilcox is a graduate of Cornell University and has spent his entire life in horticultural pursuits. He is nationally known as a grower of quality Azaleas, as well as a foremost authority on decorative foliage plants. A native of Council Bluffs, Iowa, his family has operated large greenhouse areas there for many years.

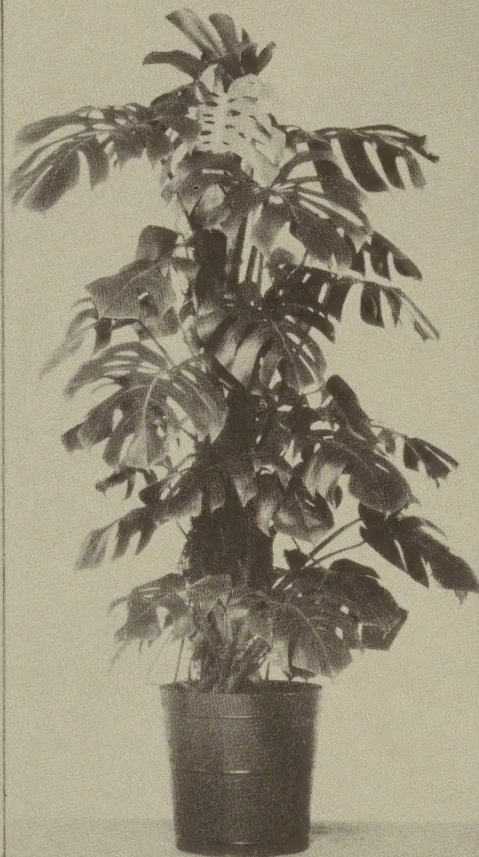
The company is undoubtedly the largest grower of decorative foliage plants in the West and has been responsible for the introduction of many of the best foliage plants now commonly used for decorative purposes and has contributed largely to the promotion of this type of decoration. This establishment, consisting of more than fifty acres, requires the full time services of more than 120 employees to maintain its reputation as a grower of quality as well as the widest varieties of this type of plant material.

All inquiries pertaining to these plants must be directed to your local retail florist or nurseryman.

PHILODENDRON ERUBESCENS
12" TUB



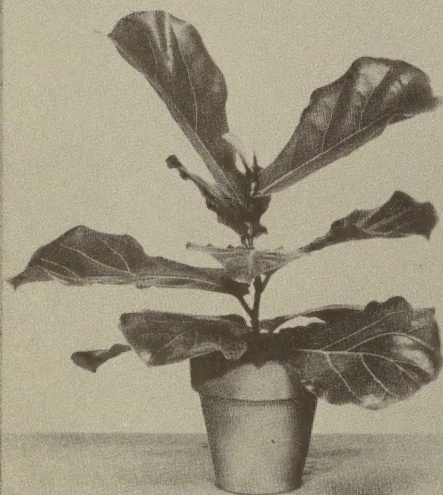
PHILODENDRON PERTUSUM
12" TUB



PHILODENDRON TRIFOLIATUM
12" TUB



FICUS PANDURATA
6" POT



PHILODENDRON DUBIA
6" POT



PHILODENDRON HASTATUM
6" POT



FICUS PANDURATA
12" TUB MADE-UP



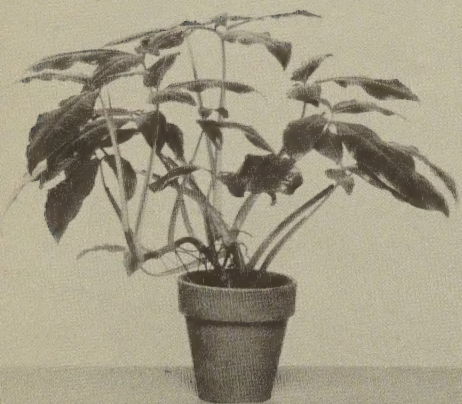
FICUS ELASTICA
12" TUB MADE-UP



PHILODENDRON CORDATUM
10" TUB TOTEM POLE



PHILODENDRON TRIFOLIATUM
6" DBLE.



PHILODENDRON ERUBESCENS
6" DBLE.



PHILODENDRON CORDATUM
6" TOTEM POLE



